

# ART AND DESIGN

Course	Intake details	Admission	Employment opportunities	Further study
<p><b>Multimedia Design</b></p> <p><b>Bachelor of Interactive Media Design</b></p> <p>CRICOS 075247A, Course BIM001</p> <p>Alternative pathways into this course are available - see page 27</p>	<p>3 Years Dandenong February/July</p> <p>\$13,500 pa</p>	<p>Equivalent Academic IELTS 7.0 with no band score lower than 6.5</p> <p>Equivalent Year 12</p> <p>Folio - Provide samples of work demonstrating a range of design and visual problem solving which must include developmental processes and finished projects.</p>	<p>Multimedia content author Multimedia developer Designing for multimedia Advertising designer Website development Web designer Animator – film and television Games designer Website coordinator Marketing officer</p>	<p>Relevant postgraduate studies</p>
<p><b>Graphic Design</b></p> <p><b>Advanced Diploma of Graphic Design</b></p> <p>CRICOS 067630E, Course 21873VIC</p> <p>Duration includes Diploma of Graphic Design</p>	<p>2 Years Dandenong February</p> <p>\$11,100 Yr 1 + \$550 MF \$11,300 Yr 2 + \$550 MF</p>	<p>Equivalent Academic IELTS 5.5</p> <p>Equivalent Year 12</p> <p>Folio - Provide samples of work demonstrating a range of design and visual problem solving which must include developmental processes and finished projects.</p>	<p>Potential to work as a graphic designer/artist in: Design and advertising agencies Graphic arts industries Design studios Publishing companies Retail organisations Television Film and animation</p>	<p>Bachelor of Interactive Media Design at Chisholm Bachelor of Graphic Design at La Trobe University</p> <p>See page 18</p>
<p><b>Diploma of Graphic Design</b></p> <p>CRICOS 067299M, Course 21874VIC</p>	<p>1.5 Years Dandenong February</p> <p>\$11,100 pa + 1,100 MF</p>	<p>Equivalent Academic IELTS 5.5</p> <p>Equivalent Year 12</p> <p>Folio - Provide samples of work demonstrating a range of design and visual problem solving which must include developmental processes and finished projects.</p>	<p>Advertising designer Graphic artist Publishing Retail publishing Television Film and animation</p>	<p>Bachelor of Interactive Media Design at Chisholm Bachelor of Graphic Design at La Trobe University</p> <p>See page 18</p>
<p><b>Illustration</b></p> <p><b>Diploma of Illustration</b></p> <p>CRICOS 067298A, Course 21871VIC</p>	<p>2 Years Frankston February</p> <p>\$10,400 pa + 1,080 MF</p>	<p>Equivalent Academic IELTS 5.5</p> <p>Equivalent Year 12</p> <p>Folio - Provide samples of work demonstrating a competency in drawing and media exploration.</p>	<p>Book/editorial illustration Freelance illustrator Multimedia animator Children's book illustrator</p>	<p>Relevant university degree studies</p>

\*MF Materials fee

## Overview



This course aims to produce graduates with a full suite of technical design skills as well as a strong understanding of the process of conceptualisation and creativity that will distinguish them as unique, innovative artists. Graduate expertise will provide access to career positions in graphic design, publishing, web, multimedia, film, marketing and advertising industries. The course will prepare students to deliver design solutions across a variety of digital media. They will also gain skills in the creative design process, and develop critical understanding of the theoretical concepts that inform practice, inspire innovation and form the basis of personal style. Students will cultivate the personal and professional attributes required of engaged, inquiring, reflective and resilient practitioners.

- Web fundamentals
- Creative space
- Creative visual history
- Static media design (pre-press)
- Time based media design
- Design process
- 3D design visualisation
- Design in the world
- Interface design and interactive functionality
- Contemporary design
- Static media design (photography)
- Time based media for storytelling
- Professional self
- Illustration
- Narrative frameworks (storytelling)
- Future technologies
- Motion graphics
- Concept development
- Global culture and design
- Design production management
- Entrepreneurship and the artist

The Advanced Diploma of Graphic Design offers an advanced skill set to students who wish to become professional designers. This course looks closely at what changes are happening in the graphic design industry and adds to a standard range of abilities that are offered under the Diploma of Graphic Design alone. The course outcomes focus on graphic design based solutions for animation, web and 2D print based products. All teachers are currently working in the industry, giving students access to strong industry networks, as well as the most current industry knowledge.

Graduates are trained to work as graphic artists with both traditional techniques and advanced electronic mediums. The course has an outstanding reputation in the industry, and surveys of graduates have shown that a high percentage gain employment in the graphic arts industry.

Students are trained to a high level of technical competence in finished art and reprographic pre press areas with the ability to execute strong creative concepts. Art kits can be purchased at Chisholm.

- Use complex drawing techniques to represent and communicate thematically connected concepts
- Apply research and critical analysis to extend artistic and design practice
- Develop a design in response to a complex design brief
- Collaborate with colleagues in planning and producing a project
- Manage a major project
- Address copyright requirements
- Design and create a multimedia interface
- Create design concepts to produce artwork

This specialist course is highly regarded by the graphic design Industry, with a large proportion of graduates entering employment upon the completion. It focuses on working within the parameters of a design brief from developing concepts, exploring a wide range of techniques, drafting and presenting visuals, preparing artwork for print and also electronic imagery to the presentation of final draft solutions.

The course enables students to develop a wide range of technical and creative capabilities in the processes of producing a portfolio of industry quality artwork. It utilises state-of-the-art computer equipment in fully equipped design studios comprising Mac computers, scanners, large format printers and digital cameras.

- Produce technical drawings
- Research and apply techniques for illustrative work
- Produce digital images
- Create web pages with multimedia
- Analyse and implement sustainable work practices
- Apply research and critical analysis to inform design practice
- Apply the elements and principles of design
- Create design concepts from a brief to produce two-dimensional work to finished art stage
- Produce and create graphics in response to a brief
- Prepare text and graphic files for print processing
- Interpret and respond to a brief

This course offers innovative training in a studio environment for students who wish to pursue a career as illustrators, working with publishers, advertising agencies, graphic design companies and in the digital areas of web and games design. Students gain a broad knowledge base incorporating theoretical design concepts with substantial depth in illustration and rendering techniques. Skills are developed by exploring a wide range of mediums including: gouache, acrylic, coloured pencils, watercolour, charcoal, pastels and digital technology. Students will develop knowledge of the illustration industry including business skills for illustrators and personal development as a designer. There is an ongoing program of visiting artists, industry visits and practical workshops, providing strong links with the illustration industry. Individuals are encouraged to explore creative, experimental and independent solutions while resolving outcomes defined within an industry brief. This includes interpreting the brief, developing roughs and layout designs, preparing artwork and presenting final solutions while working to defined timelines.

- Rendering and illustration
- General drawing and life drawing
- Art history studies
- Computer skills for illustrators and finished art
- Printmaking
- Painting
- Design and typography
- Introduction to industry
- Apply principles of visual design and communication to the development of a media product
- Follow health, safety and security procedures
- Produce prints
- Produce paintings
- Apply technology to produce digital images
- Develop a concept and design in response to a given brief/commission
- Apply the elements and principles of design
- Use advanced drawing techniques to represent and communicate concepts
- Apply research and critical analysis to inform artistic and design practice

## ART AND DESIGN

Course	Intake details	Admission	Employment opportunities	Further study
<b>Visual Arts/Fine Arts Diploma of Visual Arts</b>  CRICOS 067629J, Course 21885VIC	2 Years Frankston February  \$10,400 pa + \$980 MF	Equivalent Academic IELTS 5.5 Equivalent Year 12 Folio - Provide samples of work demonstrating an ability in art with a particular focus on visual awareness and drawing.	Art consultant Artist Arts assistant Studio fine artist printmaker Digital artist Sculptor Community artist Gallery operations	Relevant university degree studies
<b>Screen and Media Advanced Diploma of Screen and Media</b>  CRICOS 067300A, Course CUF60107  Duration includes Certificate IV in Screen and Media	3 Years Frankston, Dandenong February  \$10,400 Yr 1 + \$290 MF \$13,400 Yr 2 & 3 + \$930 MF	Equivalent Academic IELTS 5.5 Equivalent Year 12 Folio - Provide samples of work demonstrating a range of design and visual problem solving which must include developmental processes and finished projects.	Animator – film and television Art consultant Arts administrator Designer Advertising Printing and publishing Web designer Games designer Multimedia designer	Bachelor of Interactive Media Design at Chisholm
<b>Screen and Media Certificate IV in Screen and Media</b>  CRICOS 067295D, Course CUF40107	1 Year Dandenong February  \$10,400 + \$290 MF	Equivalent Academic IELTS 5.5 Equivalent Yr 11 Folio - Provide samples of work demonstrating an ability in art with a particular focus on visual awareness and drawing.	Assistant to animation artist Animator – film and television Video operator, cartoonist Multimedia artist	Advanced Diploma of Screen and Media at Chisholm
<b>Folio Development/ Printing and Pre Press Certificate IV in Design/ Certificate IV in Printing and Graphic Arts (Pre Press)</b>  CRICOS 067296C, Course CUV40303 CRICOS 073135C, Course ICP40110  Duration includes Certificate III in Printing and Graphic Arts (Pre Press) CRICOS 067297B, Course ICP30205	1 Year Dandenong February  \$12,500 + \$340 MF	Equivalent Academic IELTS 5.5 Equivalent Year 11	Arts/design assistant Trainee Careers in the newspaper and magazine industries Publishing assistant Web design assistant Mac and PC operator Electronic publisher	Advanced Diploma of Graphic Design at Chisholm Diploma of Graphic Design Advanced Diploma of Screen and Media at Chisholm Diploma of Visual Arts at Chisholm Diploma of Illustration at Chisholm

\*MF Materials fee



## Overview

The Diploma of Visual Arts provides training for individuals who wish to pursue a career as a professional visual artist in the areas of painting, printmaking, sculpture, digital imaging, public arts or as a gallery curator. Students develop the ability analyse complex information, adapting and incorporating it with visual art disciplines. Students will be exposed to the diversity and breadth that a career in visual arts has to offer. The course includes practical workshops, gallery visits, public art projects, participating in external exhibitions and attending lectures by speakers who are established, practising artists. Art kits can be purchased at Chisholm.

Chisholm offers a studio-based environment with large sculpture workshops and a bronze casting facility. There are a range of activities that enhance the learning environment and include such events as a rural art camp, visiting artist program, gallery visits and a range of external exhibitions. Students benefit from coaching and mentoring from dedicated teachers.

This course provides specialist industry training through an integrated program of electronic design, interactive media, computer animation, 3D games and scenes, three-dimensional modelling, digital imaging, games design, computer art, web page design, digital video and sound. The course includes industry visits and seminars, specialised workshops under instruction from relevant industry practitioners and guest speakers discussing current trends. The second year of study focuses on building individual skills to meet the needs of industry through several major projects which are aligned to industry outcomes. Industry work is secured for students to undertake for these projects. This has the advantage of networking with industry and producing products that will enhance employment opportunities. **Please note: this is not an IT platform based course.**

This hands-on, industry-based course allows students to further develop their art, media and design skills for media clients that increasingly demand multiple areas of expertise. This course delivers projects that are mastered to a showreel DVD showcasing compelling, creative content that will lead to work opportunities in animation, video, multimedia, and new media production, or further study in related fields. It incorporates writing for screen, 2D and 3D animation, HD video and sound production, and delivers to emerging new media technologies.

This preparatory program develops the skills and knowledge to provide entry into other art and design courses at Diploma and Advanced Diploma levels. Students develop a folio focusing on technical skills, conceptual exploration, visual problem solving techniques and the presentation of work standards. The course is delivered in a supportive studio environment. It nurtures students through basic skill development to clarify industry expectations and better prepare them for further study. Art kits can be purchased at Chisholm.

- General drawing
- Life drawing
- Material studies/digital imaging
- Occupational health and safety
- Public art project
- Develop self as an artist
- Produce sculpture
- Apply techniques to produce sculpture
- Produce prints
- Apply techniques to produce prints
- Produce paintings
- Apply techniques to produce paintings
- Research and experiment with techniques to produce drawings
- Apply technology to produce digital images
- Use advanced drawing techniques to represent and communicate concepts
- Apply research and critical analysis to inform artistic and design practice
- Analyse and implement sustainable work practices
- Arts business practice
- Context and culture

- Print in design: Photoshop and Illustrator
- Digital video
- Photoshop, Director, Frame Thief and DV camera, lights, drawing boards
- Interactives – Director/Flash
- 3D Design – Maya
- Web Design – Flash, Dreamweaver, CSS and html
- Intellectual property
- Occupational health and safety
- Industry experience
- Design
- Business management
- Major project

- Industry knowledge
- Occupational health, safety and security procedures
- Working in a team
- Video
- Drawing techniques
- Sound design
- 2D digital animation
- Production and manipulation of digital images
- Writing content
- Creating 3D digital animation

- Source and apply design industry knowledge
- Interpret and respond to a design brief
- Select and apply drawing techniques
- Integrate colour theory and design
- Explore and apply the creative process to 2D forms
- Originate concept for own work and conduct critical discord
- Use typography techniques for design work
- Source and apply history and theory of design
- Produce and prepare photo images
- Document the work process
- Select and prepare work for exhibition
- Produce drawings to represent and communicate concept
- Develop a detailed design concept
- Output complex images
- Compose and evaluate typography
- Generate complex imposition
- Use colour management for production